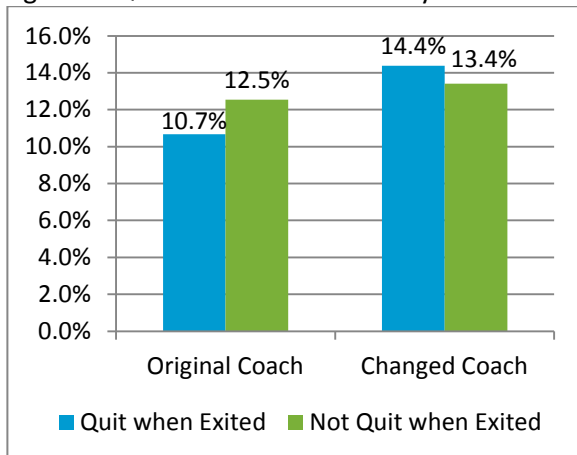


The Effects of Changing Coaches on Quit Rate

ASHLine coaching services are committed to responding to the needs of the client. This includes allowing the client to request a new coach at any point during their coaching services. Although the majority of clients do not change their coach during an episode of care, a substantial proportion of clients, approximately 19%, change coaches over the course of treatment. Because the client-coach relationship is important to the success of the client's quit attempt, it is imperative to investigate the relationship between changing coaches and program outcomes.

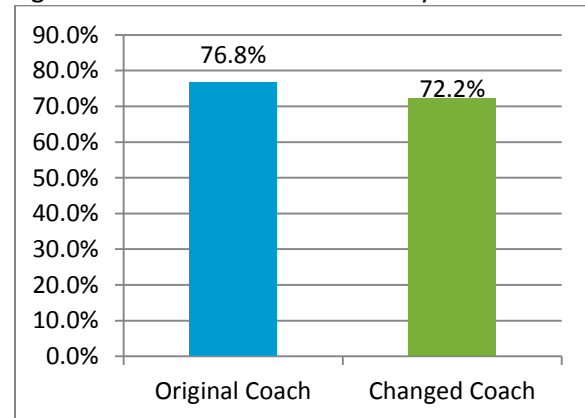
Clients may exit services prior to completing the program, and whenever possible, their coach records whether they were quit or not when exited. Clients who changed coaches during the course of services were more likely to be quit at the time of exit than clients who were with their original coach at exit. Approximately 14% of clients who changed coaches were quit at exit while 11% of clients who were with their original coach were quit at exit (Figure 1).

Figure 1. Quit status when exited by coach status



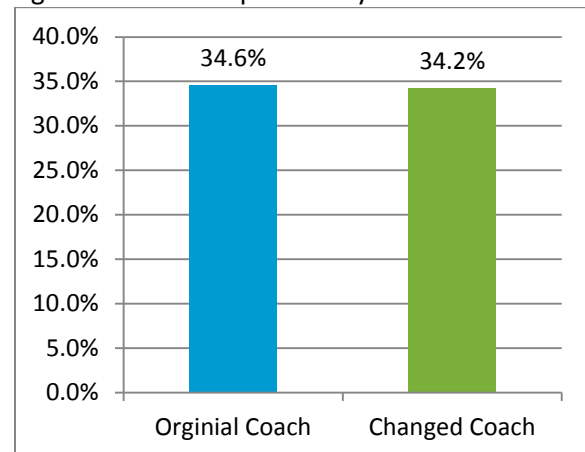
In addition, clients who changed coaches were less likely to be exited from services because their coach could not reach them (72%) compared to clients who retained their original coach (77%). See Figure 2.

Figure 2. Exited Unable to Reach by Coach Status



Despite the differences in exit reason between clients who change coaches and those who do not, the effect of changing coaches is not apparent in the 7-month quit rate. There is virtually no difference in quit rate between the two groups at 7-months post enrollment (Figure 3).

Figure 3. 7-month quit rate by coach status



Although changing coaches did not affect the long term success of clients, in the short term, clients were more likely to tell their coach that they were leaving the program rather than losing contact with their coach. Additional data will be evaluated to determine if this pattern indicates a stronger client-coach relationship for clients who elect to switch coaches during their episode of care.

Appendix: April 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	2,818
# Coaching Calls	3,652
Avg # Coaching Calls for Exited Clients	4.1
Quit Rate	36%
# Referrals	1,104

	Enrolled (N=1,161)	Information Only (N=453)	Total (N=1,614)
Gender			
Male	462	26	488
Female	689	38	727
Unknown/Missing	10	389	399
Race			
White	810	6	816
African American	92	0	92
Asian	6	0	6
Hawaiian	2	0	2
American Indian	13	0	13
Multiracial	16	1	17
Other Race	39	0	39
Unknown/Missing	183	446	629
Ethnicity			
Hispanic	199	1	200
Non-Hispanic	818	6	824
Unknown/Missing	144	446	590
Age			
Less than 18	2	1	3
18-24	75	17	92
25-34	171	33	204
35-44	203	26	229
45-54	314	50	364
55-64	257	50	307
65-79	128	19	147
80+	7	1	8
Unknown/Missing	4	256	260

